

BUSINESS COMMUNICATIONS II

Units of Credit: Semester (.5)
CIP Code: 520521
Prerequisites: None

COURSE DESCRIPTION

This advanced course can be used to build upon the skills acquired in Business Communications I or used as a stand alone class that focuses on additional methods of constructive communication skills through professional presentation software. Competency will again be developed in oral, written, social, technological, employment, and organizational communication with listening skills incorporated throughout the semester. The goal is to provide students with a practical, proficient portfolio consisting of a resume, job application, and an oral presentation. Students will complete the course with a greater understanding of the impact of technology and the need for effective communication skills to advance in a business career.

Note: Standards with asterisks (*) indicate new skills for the course, all other skills are carried over from Business Communications I.

CORE STANDARDS

STANDARD 0000-01	The student will develop and practice effective oral communication skills.
OBJECTIVES 0101-0107	If continuing from BCI, build on standard 1 objective 1-7 from BCI.
0108	*Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested)
0109	*Deliver impromptu and planned speeches with confidence.
0110	*Present a formal oral presentation that includes suitable supporting materials.
STANDARD 0000-02	The student will improve and demonstrate effective informational reading strategies.
OBJECTIVES 00201-0205	If continuing from BCI, build on standard 2 objectives 1-5 from BCI.
0206	Use basic research techniques, finding different types of information and using a variety of sources.
0207	*Read and report on several current business articles.
STANDARD 0000-03	Students will compose an effective research paper.
OBJECTIVES 0301	Identify the parts of a business research paper: title page, table of contents, letter of transmittal and appendix.
0302	Create a report which demonstrates introduction, body, and conclusion.

0303	Use in-text citations -- MLA or APA format.
0304	Create a bibliography using MLA or APA format.
0305	Select and use appropriate visuals including charts, graphs, tables, etc. to enhance report.
STANDARD 0000-04	Students will use technology to enhance the effectiveness of communications.
OBJECTIVES	Demonstrate basic keyboarding and computer functions using basic software applications.
0401	
0402	*Be able to use the telephone, videos, CD-ROMS, modems, copy machines, and basic business equipment.
0403	*Demonstrate the proper use of telephone techniques and manners.
0404	*Discuss basic business terminology including WATS lines, LAN systems, cellular technology, voice recognition, dictation, and Internet applications.
0405	*Use or watch demonstrations of basic e-mail, bulletin boards, IRC channels, information services, and electronic communication capabilities as available.
0406	*Consider electronic ethics, ownership, and confidentiality.
0407	*Learn new terminology that relates to technical communications.
0408	*Practice using a wide variety of electronic devices to enhance communication skills.
STANDARD 0000-05	Students will integrate all forms of communication in the successful pursuit of employment communication skills.
OBJECTIVES	Write a mailable application letter, resume, and follow up letter for a simulated job opportunity.
0501	
0502	Complete a job application form properly.
0503	Role-play interviews and examine proper attire and nonverbal communication.
0504	Differentiate among business attire (e.g. casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
0505	Talk about qualities that employers expect in employees.
0506	Examine legal and illegal employment practices.
0507	Explore job search strategies and sources for job placement.
0508	*Use correct strategies for accepting or rejecting an offer.
0509	*Prepare a list of questions to ask an interviewer and common mistakes made by interviewers and interviewees.
STANDARD 0000-06	Students will develop organizational communication skills through the development of leadership, personal ethics, and customer-business

	relationships.
OBJECTIVES 0601	Explain the importance of taking moral responsibility for all oral and written communications and actions taken.
0602	Investigate office relationships, sexual harassment, office politics, ethics, customer and employee rights, tact, courtesy, and correct business behavior.
0603	Write short- and long-term personal and professional goals.
0604	Incorporate standards of personal ethics into effective communication.
0605	Combine proper leadership, supervision techniques, and customer service strategies to develop positive customer and business relationships.
0606	*Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing.
0607	*Identify situations in which technology can positively and negatively impact customer service.
STANDARD 0000-07	Do an oral report using presentation software to enhance the presentation.
OBJECTIVES 0701	Create an electronic slide show to supplement an oral presentation.
0702	Create effective slide transitions, bullets, graphics, charts, appropriate backgrounds, word art, custom animation, audio and video in electronic slide show.
0703	Create bibliography page with proper citation with sources used in report and presentation.
0704	Use correct grammar, spelling, parallelism in both presentation and oral report.
0705	Present an organized unified oral report.
0706	Use appropriate body language including voice quality, eye contact and hand gestures when presentation orally.